



Economic Development Retail Sales Tax Board

6801 Delmar Boulevard •University City, Missouri 63130 •314-505-8500 •Fax: 314-862-3168

AGENDA

ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD

Heman Park Community Center

975 Pennsylvania Ave, University City, MO 63130

4:00 p.m.; Thursday, December 1, 2016

- 1. Roll Call**
- 2. Approval of Minutes**
 - a. 8/18/16 Meeting Minutes (*discussion and vote*)
- 3. Old Business**
- 4. New Business**
 - a. FY 17 1st Quarter Reports (*informational*)
 - b. Fiscal Year 2018 Application Process and Calendar (*discussion*)
 - c. Create Space update and status
- 5. Other Business**
 - a. Public Comments (Limited to 3 minutes for individual's comments, 5 minutes for representatives of groups or organizations).
- 6. Reports**
 - a. City Council Liaison
 - b. Staff Report
- 7. Adjournment**

**Economic Development Retail Sales Tax Board
Meeting Minutes
August 18, 2016
4:00 p.m.**

The Economic Development Retail Sales Tax Board (EDRSTB) held a meeting at the Heman Park Community Center located at 975 Pennsylvania, University City, Missouri. The meeting commenced at 4:00 p.m.

Voting Members Present:

Mr. Adegboye
Ms. Hendrix
Mr. Kuhlman
Mr. Lenard
Mr. O'Brien
Mr. Winer, Chair

Voting Members – Not Present:

Ms. Williams

Non-Voting Members Present:

Ms. Welsch, Mayor

Non-Voting Members – Not Present:

Mr. Joe Edwards, Loop Special Business District
Mr. Tim O'Donnell, University City Chamber of Commerce

Staff Present:

Andrea Riganti, Director of Community Development
Jodie Lloyd, Manager of Economic Development

Roll Call:

Meeting was called to order, one voting member not present.

Mr. Winer opened the meeting by thanking staff for all their work on behalf of the Board. Mr. Winer indicated that staff is very professional and he appreciates all the work to prepare reports and other information requested by the Board.

Approval of Minutes:

The minutes of the April 16, 2016 were reviewed and approved by a vote of 5 with 1 abstention (Mr. Lenard)

Old Business:

None

New Business:

a. FY 16 4th Quarter Requests

Staff provided an overview of the fourth quarter reports. Staff directed Board to review the memo created to provide an overview of all FY 16 projects and funding expenditures. Staff will provide a cover memo for each quarter so Board can track progress of each project. Fund recipients are still required to submit reports for each project funded through EDRST. Mr. Winer asked the Board members if they have any questions or comments related to the 4th quarter reports. Mr. Kuhlman asked about a discrepancy in reporting for the Ice Carnival. Ms. Lloyd said the information would be changed to reflect the minor difference in the reports. Mr. O'Brien inquired about the status of Create Space. Ms. Lloyd indicated that she would reach out to Ms. Li for a status update on Create Space to provide to the Board.

Mr. Lenard asked about the Board's relation to City Council. Mayor Welsch responded that the Board is advisory to City Council. Mayor Welsch then provided the Board with an update on the FY 17 Economic Development Retail Sales Tax budget. She indicated that all the recommendation projects were funded except Create Space. Some Councilmembers wanted to see additional metrics from Create Space. Mayor Welsch stated that Councilmembers Smotherson, Crow, and Carr did not vote to support Create Space but that Mr. Smotherson had visited and that Ms. Julia Li had met with Crow and Carr. Mr. Lenard inquired about the funds and Mr. Winer stated that the funds would still be available in FY 17. Only \$450,000 of the \$550,000 for programs was allocated. Mr. Lenard stated that Create Space is the type of project the City should be encouraging. It has the ability to provide jobs and to potentially fill vacant spaces on Olive Blvd. Mr. Lenard has facilitated a conversation with the superintendent asking her to contact Ms. Li to coordinate with the school district's culinary program. Mayor Welsh stated that the Create Space programs was going to have slots available for U City residents and she indicated that she would continue to seek City Council approval of the funds.

Mr. Kuhlman inquired about how the budget was presented to City Council. Ms. Riganti responded that the budget is provided in a memo format with a brief description of each project. EDRST applications have never been provided directly to City Council but have always been available on the City's website and by request.

Mr. O'Brien asked about the City's forgivable loan program and how the new process has been established with the two \$25,000 loans. Ms. Lloyd responded that one loan of \$10,000 was granted to a recipient who had already started the application process prior to the Board changing the criteria. Ms. Lloyd will promote the program as two \$20,000 loans and include the façade improvement program as an additional incentive.

b. Fiscal Year 2017 Budget Re-cap

Ms. Riganti provided the Board with an overview of the FY 17 budget process including when the City Manager presents a budget to City Council for consideration and the timing of when City Council votes on a budget. Mayor Welsch explained that since the budget was not adopted by City Council, the budget as presented in February goes into effect. The Economic Development Retail Sales Tax budget presented in June was not included in the February

budget since the Board did not approve a budget until April. Mayor Welsch indicated that the City will consider submitting a budget later in the year, so that the EDRSTB recommended budget can be incorporated.

Mr. Kuhlman inquired about whether Create Space could request funds later in the fiscal year. Mayor Welsch indicated that they could and Council can amend the budget.

Boardmembers expressed concerns with the City Council not funding Create Space due to metrics and indicated that all funding recipients should have equal metrics. Board members want to ensure that all applicants are addressing the existing metrics and benchmarks set forth in the funding priority guidelines, as these were developed in a thoughtful manner. Staff and Board will discuss metrics before the next round of funding.

Other Business, Public Comments

Kevin Taylor, 7022 Canton Avenue

Mr. Taylor indicated that this Board is advisory to City Council and that Council has the final approval for the use of funds. He stated that the Board can consider moving its budgeting cycle to have funding requests prepared before February. Mr. Taylor inquired about \$100,000 approved by the Board for Kitchen Space and Ms. Riganti indicated that those funds have not been allocated. Mr. Taylor stated that Economic Development Retail Sales Tax projects should be tied to the City's Comprehensive Plan. He offered assistance to develop metrics.

Gail Snider, Executive Director, University City Chamber of Commerce

Ms. Snider gave the Board a recap of the North and South and Delmar Block Party that took place on Sunday, July 31st. She said the event was a great success and very well attended. Merchants were very happy and want to have the event again but it wasn't funded in FY 17. She hopes the Board will reconsider the block party and fund it in FY 18.

Brandin Vaughn, Create Space, 7301 Trenton

Mr. Vaughn thanked the Board for their support of Create Space. While the retail incubator will continue, the Kitchen and Make Space will be placed on hold until additional funding can be secured.

Reports

- a. City Council Liaison – Mayor Welsch reported that Lions Against Litter is hosting clean-ups and getting volunteers to help pick-up litter in neighborhoods. In addition, a separate group from All National Church was hosting a clean-up on Saturday from 9-11am.
- b. Staff Report - Ms. Lloyd provided the Board with an update on staff activities. Staff working with public works to remove trees along Olive Blvd that are within the pedestrian right of way. Ms. Lloyd discussed additional outreach activities for the façade program and informed the Board that the City, Create Space, and the Chamber will present to the Mosaic Project Board on "Developing an International District."

The meeting adjourned at 5:12 p.m.



Economic Development Retail Sales Tax Board

6801 Delmar Boulevard * University City, Missouri 63130 * 314-505-8500 * Fax: 314-862-3168

QUARTERLY PERFORMANCE REPORT

Project Number: 11-45-78-8100	Quarter: Q1 July 1 – September 30, 2016	
Applicant: Community Development	Submission Date: October 31, 2016	Name of Person Completing Report: Jodie Lloyd

Project Title: Façade Improvement Program

Activity Progress Narrative:

What specific activities were completed this quarter:

This quarter, the City didn't spend funds on the façade improvement program. The City is still spending the final amount of funds from the FY 15 budget. They are about spent.

Please describe milestones achieved during this reporting period:

City sent over 30 letters directly to property owners promoting the façade program. Two property owners applied and received funds. One property owner who applied last year, finished the project and funds were appropriated.

Also describe project goals achieved:

Three façade improvement projects were completed this quarter. City continues to promote the program to property owners and tenants.

Budget Performance:

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
N/A	\$60,000	\$0	\$0	\$60,000

Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter's goal? City will continue marketing the façade program and working with property owners to implement projects.



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QUARTERLY PERFORMANCE REPORT

Project Number: 11-45-78-6010	Quarter: Q1 July 1 – September 30, 2016	
Applicant: Community Development	Submission Date: October 31, 2016	Name of Person Completing Report: Jodie Lloyd

Project Title: Marketing

Activity Progress Narrative:

What specific activities were completed this quarter:

This quarter, the City spent funds on a real estate report to determine the feasibility of a land purchase for attracting new development to Olive Boulevard.

Please describe milestones achieved during this reporting period:

Feasibility of real estate would have helped attract new development to Olive Boulevard.

Also describe project goals achieved:

Continue to market Olive Boulevard and University City as a great place for new business activity.

Budget Performance:

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Real estate report	\$10,123	\$3,000.00	0	\$7,123

Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter's goal? City will continue marketing program and has several programs lined up for Q2 for holidays and Chamber partnership.



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QUARTERLY PERFORMANCE REPORT

Project Number: 11-45-78-8100	Quarter: Q1 July 1 – September 30, 2016	
Applicant: Community Development	Submittal Date: October 31, 2016	Name of Person Completing Report: Jodie Lloyd

Project Title: Olive Streetscape

Activity Progress Narrative:

What specific activities were completed this quarter:

This quarter, the City didn't spend funds on the Olive Blvd streetscape project.

Please describe milestones achieved during this reporting period:

Community Development and Public Works staff met to discuss the streetscape projects and a course of action.

Also describe project goals achieved:

The Olive lighting project went out to bid and contract will be on the City Council agenda on the November 28th meeting.

Budget Performance:

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
N/A	\$80,000	\$0	\$0	\$80,000

Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter's goal? In Q2, the new LED pedestrian lights will be installed and the bus shelter locations will be evaluated and the project will go out to bid.



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QUARTERLY PERFORMANCE REPORT

Project Number: Lunar New Year 6040	Quarter: 1st Quarter FY17	
Applicant/Sponsor: U City Chamber of Commerce	Submittal Date: October 5, 2016	Name of Person Completing Report: Gail Snider

Project Title: U City Chamber of Commerce

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

No funds were expended this quarter.

The event will be held in Q3.

% Complete: 0 % complete

Budget Performance:

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Lunar New Year 6040	\$15,000	\$0	\$0		\$15,000

Additional Information:



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QUARTERLY PERFORMANCE REPORT

Project Number: Taste of U City 6040		Quarter: 1st Quarter FY17	
Applicant/Sponsor: U City Chamber of Commerce		Submittal Date: October 5, 2016	Name of Person Completing Report: Gail Snider

Project Title: U City Chamber of Commerce

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

No funds were expended this quarter.

The event takes place in Q4.

% Complete: 0% complete

Budget Performance:

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Taste of U City 6040	\$7,000	\$0	\$0		\$7,000

Additional Information:



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QUARTERLY PERFORMANCE REPORT

Project Number: Advertising/PR 6010	Quarter: 1st Quarter FY17	
Applicant/Sponsor: U City Chamber of Commerce	Submittal Date: October 5, 2016	Name of Person Completing Report: Gail Snider

Project Title: U City Chamber of Commerce

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

In Q1, we paused our social media campaign due the City budget approval delays, but began working on the ad plan for FY2017. We held meetings with multiple media outlets, including Student Life, Alive, Drive Social, St. Louis Post Dispatch, Ladue News, and West End Word to begin crafting a strategic advertising and marketing plan. This plan is due in November. We distributed the ethnic dining guide to the Mosaic Project and the History Museum Board. We have fulfilled 16 requests for the dining guide – many from outside U City.

% Complete: 5% complete

Budget Performance:

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Advertising/PR 6010	\$30,000	\$1,500	\$0		\$28,500

Additional Information:



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QUARTERLY PERFORMANCE REPORT

Project Number: Olive Link 6010	Quarter: 1st Quarter FY17	
Applicant/Sponsor: U City Chamber of Commerce	Submittal Date: October 5, 2016	Name of Person Completing Report: Gail Snider

Project Title: U City Chamber of Commerce

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

Ongoing progress is being made on rebranding the website to a business and community news, events and Olive promotion vs. just a property database.

Business profiles published on Cintas, Winco Windows, Merhaba and Operation Food Search.

We are working with a third-party vendor to provide property data to measure the effectiveness of having all properties listed.

In addition, we co-presented the Olive Link economic strategy to the Mosaic Project Steering Committee and secured U City as the site for the St. Louis Economic Development Partnership's Business Retention and Expansion Board Meeting. The promotional activities that we conduct on behalf of the Olive Link has extended our reach outside just U City. University City and the Olive Link are becoming a more important part of the regional economic development dialogue.

% Complete: 25% complete

Budget Performance:

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Olive Link 6010	\$8,000	\$2,000	\$0		\$6,000

Additional Information:



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QUARTERLY PERFORMANCE REPORT

Project Number: Training 6040	Quarter: 1st Quarter FY17	
Applicant/Sponsor: U City Chamber of Commerce	Submittal Date: October 5, 2016	Name of Person Completing Report: Gail Snider

Project Title: U City Chamber of Commerce

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

During Q1, we planned for the FY2017 Small Business Workshop Series. We revamped the format and time slot to encourage greater attendance, based on feedback from previous attendees. The workshops for FY17 will be brown bag lunches between 11:30-1:00 every other Wednesday from October through June (with some allowances for holidays and scheduling conflicts). Because planning was delayed due to the City budget, our first workshop was held October 5, 2016. We still plan to meet our goal as submitted in our application.

We are again partnering with the U City Library and reserved dates for 18 workshops in their conference room for FY17.

We scheduled the curricular subject areas critical for business success in accordance with SCORE: Legal, Sales, Marketing, Operations, Insurance, Accounting/Bookkeeping and Finance/Banking. We recruited and vetted speakers from the U City business community and seasoned speakers from the region. We confirmed and advertised the Fall schedule for 2016. The 2017 schedule for winter and spring is in progress.

We advertised five workshops scheduled for the remainder of 2016 online and through print media.

We teamed with Which Which and developed a discounted lunch offer for workshop attendees.

% Complete: 25% complete

Budget Performance:

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Trainings 6040	\$10,000	\$2,500	\$0		\$7,500

Additional Information:



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QUARTERLY PERFORMANCE REPORT

Project Number: 6010	Quarter: First	
Applicant:LSBD	Submittal Date:11-20-2016	Name of Person Completing Report: Dan Wald

Project Title:Loop Marketing

Activity Progress Narrative:

What specific activities were completed this quarter:
n/a

Please describe milestones achieved during this reporting period:

n/a

Also describe project goals achieved:

n/a

Budget Performance:

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Loop Marketing	\$5,000	0	0	\$5000

Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter's goal?
Marketing of the Loop Business District

Email completed form to Jodie Lloyd,
30, 2017, July 31, 2017

before or on the following dates: October 31, 2016, January 31, 2017, April



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QUARTERLY PERFORMANCE REPORT

Project Number: 6150	Quarter: First	
Applicant: LSBDD	Submittal Date: 11-20-2016	Name of Person Completing Report: Dan Wald

Project Title: Loop Brochures

Activity Progress Narrative:

What specific activities were completed this quarter:

In/a

Please describe milestones achieved during this reporting period:

n/a

Also describe project goals achieved:

n/a

Budget Performance:

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Loop Brochures	\$14,000	0	0	\$14,000

Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter's goal?
Yes

Email completed form to Jodie Lloyd,
30, 2017, July 31, 2017

before or on the following dates: October 31, 2016, January 31, 2017, April



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QUARTERLY PERFORMANCE REPORT

Project Number:6040	Quarter: First	
Applicant: LSBD	Submittal Date: 11-20-16	Name of Person Completing Report: Dan Wald
Project Title: Loop Events		

Activity Progress Narrative:

What specific activities were completed this quarter:

Pok-e-mon Events

Please describe milestones achieved during this reporting period:
Capitalized on ~~the~~ ^{CLAZZ} to bring new visitors to the Loop.

Also describe project goals achieved:

Awareness of the Loop by new Visitors

Budget Performance:

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Loop Events	\$60,000	\$1,946	0	\$58,054

Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter's goal?
Yes

Next Quarter will include Holiday Events and portion of Ice Carnival



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QUARTERLY PERFORMANCE REPORT

Project Number:6130	Quarter: First	
Applicant: LSBD	Submittal Date:111-20-2016	Name of Person Completing Report: Dan Wald

Project Title: Ad in St. Louis Visitors Guide

Activity Progress Narrative:

What specific activities were completed this quarter:

Inclusion in St.Louis Visitors Guide

Please describe milestones achieved during this reporting period:
Inclusion in Guide

Also describe project goals achieved:

Awareness of the Loop by new Visitors

Budget Performance:

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Ad in Visitors Guide	\$10,500	\$10,500	0	0

Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter's goal?
Yes



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QUARTERLY PERFORMANCE REPORT

Project Number: 6040	Quarter: First; July 1, 2016-September 30, 2016	
Applicant: Midwest Association of Farmers Markets	Submission Date: November 1, 2016	Name of Person Completing Report: Deborah Henderson

Project Title: Marketing, Events and Programs for the Midtown Farmers Market

Activity Progress Narrative:

WHAT SPECIFIC ACTIVITIES WERE COMPLETED THIS QUARTER:

The first quarter of FY16 marks the beginning of our second year of economic development support from University City. Even though EDRST funds were not available during (June-FY16), July and August, we were able to offer most events and programs, thanks to in-kind support from other grants and sponsors.

Market Music Series: Music events were scaled back during this time (pending the release of EDRST funds). This gave us an opportunity to compare market traffic on days when music was offered with days that it wasn't offered.

Our findings confirmed previous market surveys which showed that when live music was provided, market-goers stayed longer at the market and Vendors again reported that when there was music their sales increased. This, created opportunities for them, to not only make more purchases at the market, but to stay in The Loop longer.

Culinary Events: For our Culinary Education Events during this quarter, we focused on the ones in which we had collaborative sponsorships, as well as in-market cooking demos and tastings. Our mission statement includes "education about food, health and nutrition."

Our culinary events, where we source ingredients from regional farmers, encourage several things: the use of local foods & farm products; eating more fresh fruits and vegetables; and more purchases at the market.

Special Events: We continued our annual events for families and children. These are great opportunities for us to partner with local businesses, community groups and organizations.

Events this quarter included:

- Children's Cooking Tour: in collaboration with SLU School of Dietetics and Les Dames d'Escoffier
- Recycling Truck Visit: in collaboration with U City Public Works Dept
- Honey Bee Demonstration Hive: in collaboration with Honey Belle Farms
- Zucchini Trolley-Car Races: in collaboration with the Mid-County YMCA

Power of Produce Club (POP Club): We are pleased to report that we were one of 50 farmers markets in the country to receive a grant, from the Farmers Market Coalition and the Chipolte Foundation, to provide free fruits and vegetables and educational activities to children through the POP Club. We held this for the whole month of August.

Market Assistant Training Program (MAT-Pro): This year we employed three (3) students from UCHS to work on Saturdays at the farmers market. Two of the students were enrolled in the UCHS Summer Job Program where they also received valuable information in weekly Job Support Classes. We also employed a WU college student and an experienced coffee barista to both work at the market and provide training to our high school market crew.

A new addition to our MAT-Pro curriculum this season, were field trips for the students to other farmers markets. There they received instructions from a Ludwig Farmstead Dairy marketing representative on vendor booth set-up, customer service protocols, and the various types of cheeses. We then opened a Ludwig Dairy booth at the market which provided further work experience for the UCHS students.

PLEASE DESCRIBE MILESTONES (PER YOUR APPLICATION) ACHIEVED DURING THIS REPORTING PERIOD:

The first quarter of FY17 coincides with the summer months or middle of the 2016 Market Season. Even though we continue to get very positive feedback from community members, both residential and business, we encountered lingering negative impacts from the previous year's Delmar road/trolley construction—some of which continued into this year.

We also encountered the negative publicity from the Social House II controversy which lasted into July. This had a corresponding negative impact on market-goer attendance for a while. At one point, they (SHII) erected a large privacy fence (un-approved) which prevented Loop visitors on Delmar from seeing us in the back.

Once the roads were cleared of construction and the SHII controversy was over, we began to have more people come back to the market. As we finish the first quarter of FY17, we look forward to increasing our customer base, having more vendor and farmer participation as well as continuing to make positive contributions to University City.

Social Media Metric Reports: The results here are promising and this is an area of exposure we want to increase considerably for our market; especially to attract a younger demographic. Here we're showing an increase in the 25-34 and 35-44 age ranges. This is very positive and means we're attracting young families to the market.

Metrics show we have customers from all over the greater St. Louis metropolitan area and from as far away as Ofallon, MO and Edwardsville, IL and even Chicago. They also show very strong support from residents in University City.

Constant Contact Metric Reports: The reports here show continued interest from the 45 and over age group as well as an increase in the 25-44 age group. We continue to grow our newsletter clients and have seen an increase of 30% in recipients in the last year.

POP Club: An unexpected surprise here was the number of children who participated in the program. Eighty-four (84) children signed up for the POP Club and visited the market with their parents throughout the month of August. At least half of these were new visitors at the market. This is definitely a program we hope to offer next year for the whole summer.

Benefits from the Chefs Cook Real Challenge: We'll have more on this in the next quarterly report, but are optimistic with the initial feedback on the region-wide promotions benefitting our market in University City.

ALSO DESCRIBE PROJECT GOALS ACHIEVED: We opened the Midtown Farmers Market on April 16, 2016 and operated every Saturday morning 8:30am to 12:30pm as scheduled.

We kicked off the season with Market Music Series, Culinary Events, Children's Activities, and other Special Events. We expanded MAT-Pro and implemented the POP Club. We also successfully collaborated with various community partners including St. Louis University, Washington University, Mid-County YMCA, Earth Day St Louis, U City Library, U City in Bloom, U City Community Development and Public Works and The Loop Special Business District.

Budget Performance:

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Marketing, Events, And Programs	\$21,000	\$4022.97	\$2010.00	\$14,967.03

ADDITIONAL INFORMATION: IS THE PROJECT ON TARGET TO MEET ECONOMIC DEVELOPMENT GOALS AND OBJECTIVES?

As we finish the first quarter of FY17, we are on target with our commitment and work to meet our goals and objectives. As mentioned above, we are beginning to recover from the the external business and economic development obstacles brought on by the road/trolley construction and the Social House II controversy in the spring and early summer.

Now that these external issues are over, we are encouraged by the uptick in market-goer attendance and new vendor interest and are confident that we're on the right track for economic success.

BRIEFLY DESCRIBE NEXT QUARTER'S GOAL?

In the second quarter, we plan to do the following:

- Finish our regular market season through October and November
- Host Grand Finale of the season long, multi-market Chefs Cook Real Challenge
- Host a Holiday Market & Bazaar on December 10

In closing, I'd like to again thank the EDRST board members for giving us the opportunity to continue the operation of the Midtown Farmers Market in University City. We look forward to continuing our project's economic development goals throughout the rest of the 2017 fiscal year.

Sincerely

Deborah Henderson



Economic Development Retail Sales Tax Board

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QUARTERLY PERFORMANCE REPORT

Project Number:	Quarter: 1st	
Applicant/Sponsor: U City in Bloom	Submission Date: October 26 th , 2016	Name of Person Completing Report: Jesse Gilbertson

Project Title:
Delmar Loop Planters

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

Horticulture activity is seasonal and as such the milestones of this project are driven by the growing season and are the most labor intensive during those three fiscally overlapping quarters of the growing season – the 3st, 4th, and 1st quarters.

Starting the fiscal year on July 1 UCB has maintained the plants installed in the 90 planters during the spring of 2016 under the previous year’s funding.

Funds have been approved to continue project into the next fiscal year.

Tasks completed for the 1st quarter:

UCB staff and volunteers have been watering, weeding, cutting back, removing trash, and fertilizing the containers.

% Complete: 25%

Budget Performance:

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Delmar Loop planters	\$8,008.00	\$1456.00	\$7,744.00	\$1083.76	\$6552.00
				Volunteer time	

Additional Information:

The 90 planters have been planted and maintained. U City in Bloom has been invoicing the EDRST on a monthly basis.

The Loop Business District contributes \$6,000.00 annually for the worked performed.



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QUARTERLY PERFORMANCE REPORT

Project Number:	Quarter: 1st	
Applicant/Sponsor: U City in Bloom	Submission Date: October 26th, 2016	Name of Person Completing Report: Jesse Gilbertson

Project Title:
**Ground Cover for Tree Pits
– 70 Trees**

Activity Progress Narrative. Please describe milestones achieved during this reporting period:
 Horticulture activity is seasonal and as such the milestones of this project are driven by the growing season and are the most labor intensive during those three fiscally overlapping quarters of the growing season – the 3st, 4th, and 1st quarters.

Planning and sourcing a grower.
 Preliminary discussions with Parks and Streets for support in removal of damaged tree grates.
 The bulk of this project will begin in the 3rd quarter

The maintenance phase of the project will continue into the next fiscal year with additional funding approved.

25% Complete.

Budget Performance:

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
	\$7808.00	\$1419.64	\$11,624.00	\$	\$6388.36

Additional Information:



Economic Development Retail Sales Tax Board

6801 Delmar Boulevard * University City, Missouri 63130 * 314-505-8500 * Fax: 314-862-3168

QUARTERLY PERFORMANCE REPORT

Project Number:	Quarter: 1st	
Applicant/Sponsor: U City in Bloom	Submission Date: October 26 th , 2016	Name of Person Completing Report: Jesse Gilbertson

Project Title:

Olive Planters – Midland to Grant

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

Horticulture activity is seasonal and as such the milestones of this project are driven by the growing season and are the most labor intensive during those three fiscally overlapping quarters of the growing season – the 3st, 4th, and 1st quarters.

Containers have been selected and will be ordered in the 3rd Quarter

The project will continue into the next fiscal year with additional funding approved.

25% Complete.

Budget Performance:

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
	\$20,140.00	\$3661.82	\$21,945.00		\$16478.18

Additional Information:

Empty box for additional information.



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QUARTERLY PERFORMANCE REPORT

Project Number:	Quarter: 1st	
Applicant/Sponsor: U City in Bloom	Submittal Date: Oct. 26th, 2016	Name of Person Completing Report: Jesse Gilbertson

Project Title: Olive Gardens – Maintenance of Existing Gardens

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

Horticulture activity is seasonal and as such the milestones of this project are driven by the growing season and are the most labor intensive during those three fiscally overlapping quarters of the growing season – the 3rd, 4th, and 1st quarters.

Starting the fiscal year on July 1 UCB has watered, planted and cared for the existing 9 gardens on Olive. During the 4th quarter covering this report the following tasks were completed by UCB staff and volunteers:

- Weeded all beds on a weekly basis
- Edged, fertilized and mulched the beds as necessary
- Trash removal.
- Leaf removal.
- Deadhead perennials
- Received and planted annuals for the summer display.
- Watered all beds 2-3 times a week.
- Check and repair and update existing irrigation systems.
- Pruned trees and shrubs

% Complete: 25%

Budget Performance:

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Olive gardens – maintenance of existing gardens.	\$14,218.00	\$2585.10	\$13041.00	\$2921.44	\$11,632.90
				Volunteers	

Additional Information:

U City in Bloom has been invoicing the EDRST on a monthly basis.



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QUARTERLY PERFORMANCE REPORT

Project Number:	Quarter: 1st	
Applicant/Sponsor: U City in Bloom	Submittal Date: October 26th 2016	Name of Person Completing Report: Jesse Gilbertson

Project Title:
Interchange District
Planters – 170 to Woodson

Activity Progress Narrative. Please describe milestones achieved during this reporting period:
 Horticulture activity is seasonal and as such the milestones of this project are driven by the growing season and are the most labor intensive during those three fiscally overlapping quarters of the growing season – the 3st, 4th, and 1st quarters.

UCB staff and volunteers have been weeding and trimming the plants as needed. UCB Staff waters the containers with the Pro Gator as needed a few times a week and fertilizes every three weeks.

25% Complete.

Budget Performance:

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
	\$9997.00	\$1817.64	\$36867.00	\$471.20 (Volunteers)	\$8179.36

Additional Information:



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QUARTERLY PERFORMANCE REPORT

Project Number:	Quarter: 1st	
Applicant/Sponsor: U City in Bloom	Submittal Date: October 26th, 2016	Name of Person Completing Report: Jesse Gilbertson

Project Title: Olive Tree Care

Activity Progress Narrative. Please describe milestones achieved during this reporting period:

Horticulture activity is seasonal and as such the milestones of this project are driven by the growing season and are the most labor intensive during those three fiscally overlapping quarters of the growing season – the 3rd, 4th, and 1st quarters.

Starting the fiscal year on July 1 UCB has watered and cared for the new trees on Olive.

The following tasks were completed by UCB staff and volunteers during the 1st reporting quarter:

- Health assessments along with light pruning of damaged or weak branches.
- Watering weekly with Pro Gator and gator bags.
- Weeding as needed on new trees

% Complete: 25

Budget Performance:

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Olive Tree Care	\$8109.00	\$1475	\$6837.00		\$6634.00

Additional Information:

U City in Bloom has been invoicing the EDRST on a monthly basis.



Economic Development Retail Sales Tax Board

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**ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS
FISCAL YEAR 2018 (JULY 1, 2017 – JUNE 30, 2018)**

GENERAL INFORMATION

In August 2006, the City of University City levied a one-quarter (1/4) percent sales tax on retail sales to be used for economic development purposes. This revenue is based on the amount of sales tax generated through point of sales within the City limits and fluctuates from year to year.

Through the Economic Development Retail Sales Tax (EDRST), funds are being invested in University City programs and projects that encourage the physical and economic redevelopment of major corridors, improve infrastructure, support existing successful business districts, and enhance efforts toward business retention, expansion and attraction. The use of revenues generated by the tax are generally for project administration, land acquisition, infrastructure, water and wastewater treatment capacity, matching state or federal grants related to long-term economic development projects, marketing, training, equipment and infrastructure and other specified uses.

A five-member volunteer Economic Development Retail Sales Tax Board helps to oversee the use of the EDRST and serves in an advisory capacity to City Council.

WHO CAN APPLY

The EDRST is generally open to any organization, with priority given to non-profit and City sponsored projects. To be considered for funding, please complete and submit the attached application. Organizations requesting funds for multiple programs or projects must complete a separate “Section 2: Program or Project Information” for each funding request.

FY17 EDRST BUDGET CALENDAR

DATE	ACTION	PERFORMED BY
December 5, 2016	Issue Application	Community Development Department
February 3, 2017	Application Deadline	Applicants
February 9, 2017	Application Packets distributed to EDRST Board	Community Development Department
February 16, 2017 – 4:00PM	EDRST Meeting – Applicant Presentations	Applicants
March 16, 2017 - 6:00PM	Public Hearing on Recommended Budget	EDRST Board, Applicants (Optional attendance)
April 13, 2017 – 4:00PM	EDRST Meeting – Vote on Recommended Budget	EDRST Board



Economic Development Retail Sales Tax Board

6801 Delmar Boulevard •University City, Missouri 63130 •314-505-8500 •Fax: 314-862-3168

**APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS
FISCAL YEAR 2018 (JULY 1, 2017 – JUNE 30, 2018)**

Please complete all sections of the application. If a question does not apply to a project, please indicate “n/a” for not applicable. Please refer to “Economic Development Retail Sales Tax Board Funding Priority Guidelines” for guidance. If you are unsure if your project qualifies, please schedule a meeting with the Department of Community Development before the application deadline by contacting Jodie Lloyd, 314-505-8522. Applications should be submitted by **Friday, February 3, 2017** to Jodie Lloyd, Manager of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or jlloyd@ucitymo.org. Applications submitted after the deadline will not be considered for funding.

Application Date:

Project Title:

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization:

Contact Person and Title:

Mailing Address:

Phone Number:

E-mail Address:

Website:

Organizational Officers (Provide Name, Address, Phone and e-mail of at least three. Provide Articles of incorporation and letter or status):

a.

b.

c.

Type of Entity:

- Sole-Proprietorship
- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government

501(c) 3:

Yes No If no, list type of entity:

Minority Business Enterprise (MBE) or Women Business Enterprise (WBE):

Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

Describe the applicant/organization programs and activities:

If the request is from an organization, please provide proof of organizational support for the application (i.e. letter from organization on official letterhead, meeting minutes, etc.).

SECTION 2: PROGRAM OR PROJECT INFORMATION

3. Program or Project Summary (attach additional sheets if necessary)

Description of the Program or Project. In addition to a detailed description of the project, include a summary of the need for the program or project, goals and objectives, partners, and how the program or project meets any City plans or policies. Describe the number of jobs to be created by the specific request, if any.

Define the expected outcomes of the project, milestones and how the project success will be measured.

Program or Project Location (Attach photos of location or site, if appropriate):

Program or Project Timetable:

Type of Funding Request (check all that apply):

- Project
- Program
- Other (such as marketing, legal, professional services, grants or loans to companies for job training)

Total Budget:

Amount of funding requested from EDRST:

Is this request anticipated to be a one-time request or multi-year? If multi-year, please provide additional details, including anticipated future funding request, project details, and any other helpful information.

Complete and attach form EDRST B-1 with budget cost summary.

I CERTIFY THAT ALL INFORMATION IN THIS APPLICATION IS TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

Name of Applicant Organization

Authorized Signature

Date